

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE**

Meeting

Festival on the Green Subcommittee

Monday, August 5, 2013

5:00 pm

Minutes

Present: Betsy Paterson, Tom Birkenholz, Kim Bova, Janine Callahan, Kathy Hawkins, Ilze Taylor, and Barry Schreier

Staff: Cynthia van Zelm, Kathleen Paterson

1. Call to order

Chair Betsy Paterson called the meeting to order at 5:03 pm.

2. Public comment

There was no public comment.

3. Approve minutes of July 15, 2013

Janine Callahan made a motion to approve the minutes of July 15, 2013.

Ms. Paterson seconded the motion.

The Minutes were approved unanimously.

4. Update on committee tasks

Activities: Kathleen Paterson reported that she has had trouble finding someone to do pony rides. She asked the Committee for suggestions of people to contact. **Ilze Taylor will send Ms. K. Paterson the name of someone who may be interested.**

Ms. K. Paterson said that John Walker confirmed he will do a booth again this year. She shared his request to do an activity using old-fashioned farm tools. The Committee agreed by general consensus to permit the activity. **Ms. K. Paterson will follow-up with Mr. Walker.**

Ms. K. Paterson said that she is working on getting the "10th Anniversary" logo in a better file format for the bag printers. They need one and a half weeks to process the order.

Advertising: Ms. K. Paterson said that she provided The Oaks on the Square staff with 300 flyers for their new resident welcome bags and for use in their office. She said that 500 flyers have been delivered to the Jorgensen Center for the Performing Arts for use as an insert in their ticket mailers.

Cynthia van Zelm noted she is scheduled to appear on Bruce John's television show to promote the Festival on Tuesday, August 6.

Ms. Taylor will work with Sarah Delia on the display for the Mansfield Community Center. Ms. Callahan will create a “balloon arch” for the display. Tom Birkenholz will provide toy cars for the display [Done]. Ms. van Zelm will review the plans with Ms. Delia when the latter returns from vacation.

Art: Kim Bova asked if the selection committee was set. Ms. K. Paterson said that she, Ms. Bova, Ted Yungclas, and Michael Allison are confirmed for the selection committee. She is waiting on one person to let her know their availability so that she can schedule the review of submissions, at which time the jury can be discussed.

Food: Ms. Callahan reported that she is in the midst of doing a second round of visits to local restaurants. She said that most people with whom she speaks are interested but are waiting to apply until the August 16 deadline.

Ms. Callahan asked for clarification about the required tents. Ms. K. Paterson explained that the tents are a requirement from Eastern Highlands Health District. She noted that the food vendors are required to provide their own tents this year, a change from previous years.

Mr. Birkenholz asked Ms. Callahan to invite the restaurants that have branded delivery vehicles to be in the Parade.

Music: Ms. K. Paterson said that she has received the signed copy of Black Prairie’s contract. She then asked the Committee for their thoughts on decorating the back of the stage. She said Jorgensen can lend their pipe and draping, but she felt that more was needed as the draping was just black.

After some discussion about whether or not additional decorations would be distracting, the Committee asked Ms. K. Paterson to bring a plan for the decorations to the next meeting for their consideration. **Ms. K. Paterson will research options for decorations and for different colors for draping.**

Parade: **Mr. Birkenholz and Barry Schreier will send the Parade invitation this week [Done].**

Mr. Schreier suggested rerouting the Parade to go around the Town Square.

Ms. K. Paterson said that the route and road closure had already been approved by the State Traffic Commission, so a change would require a new application. She noted that there will still be construction in that area this year but that it would be good to redo the route next year.

The Committee discussed ways to route the marchers around the new medians. **Mr. Birkenholz and Mr. Schreier will walk to route and bring a plan to the next Committee meeting.**

Ms. K. Paterson will speak with the UConn Marching Band directors about the Parade route, performing in the street, and the medians.

Mr. Schreier asked Ms. Paterson to invite the politicians and UConn President Susan Herbst. **Mr. Birkenholz and Mr. Schreier will send Ms. Paterson the invitation to share [Done].**

Sponsors: Ms. van Zelm reported that \$13,125 in sponsorships had been committed out of \$15,000 budgeted. She said she will continue to make follow-up calls to potential sponsors.

5. Discuss Celebrate Mansfield Weekend

Ms. Bova reviewed StoDoArts' efforts to schedule a movie night as part of Celebrate Mansfield Weekend. She said that she and Mr. Schreier had met with Town staff to discuss the possibility of having the event in the Storrs Center parking garage.

Ms. Paterson and Kathy Hawkins expressed concerns with the proposed location.

Ms. van Zelm asked Mr. Schreier and Ms. Bova to bring a detailed plan to the Committee.

Ms. Paterson said that the idea would first need to be approved by Matt Hart.

Ms. K. Paterson reminded the group to complete the Downtown Events application form for any events planned for public spaces in the downtown area.

Ms. K. Paterson reviewed the other plans for Celebrate Mansfield Weekend, including:
Friday

11:00 AM Grand Opening of Storrs Center

12:00 PM (or immediately following Grand Opening) Ribbon Cutting & Tours of The Oaks on the Square

Additional plans are in the works for Friday afternoon as part of Grand Opening

6:30 – 9:30 PM: Family Fun Night at Mansfield Community Center

Saturday

Guide Walk of Whetten Woods by Joshua's Trust (Time TBD)

12:30 PM – 3:30 PM: Free Mansfield Day at Mansfield Community Center

1:00 PM: Guided Walk through Moss Sanctuary by Mansfield Parks & Recreation

3:00 PM – 6:00 PM: Music @ the Market at Storrs Farmers Market

(5:30 PM – 7:30 PM: Reception at Dog Lane Café & Hard Hat Tours of new Ballard Institute & Museum of Puppetry – Invitation only)

8:00 PM: Puppet Slam with the Ballard Institute & Museum of Puppetry

Sunday

12:00 PM: Celebrate Mansfield Parade

12:00 PM – 4:00 PM: Festival on the Green

Ms. K. Paterson asked the Committee for their thoughts on whether or not to do a brochure for Celebrate Mansfield Weekend.

Mr. Birkenholz recommended doing a card with the schedule rather than a full brochure. Ms. Callahan supported this suggestion.

Ms. K. Paterson will make a card as suggested and have it printed and ready for distribution at the same time as the Festival flyers.

6. Discuss fundraising by participants

Ms. K. Paterson said they had received some requests from groups wishing to do fundraising at their booths or in the Parade. She recommended keeping the selling of items or fundraising restricted to food booths for this year and to revisit the topic for next year. She noted that all of the materials have gone out to activity booth hosts stating that fundraising is not allowed.

The Committee agreed that guidelines would need to be in place to successfully manage the event.

The Committee will revisit the question during the debrief meeting.

7. Adjourn

The meeting adjourned at 6:45 pm.

Minutes prepared by Kathleen M. Paterson